WOW

WOW

WOW

WOW

WOW

MUSEUM

ROOM FOR ILLUSIONS

WOW Museum Zurich

The first museum in Switzerland that dedicates rooms for illusions.

Three floors and around 400 m2, you'll lose yourself in infinity, stand on your head and sink into mirror worlds. Let yourself be seduced, deceived, amazed and thrilled. Marvel, dream and let your senses go crazy.

In the WOW Museum, nothing is as it seems. There is no right and wrong -everything is a question of perception.

No ordinary museum
With the digital WOW Guide, you'll be led through the museum. Simply scan the QR codes and you'll get all the information directly to your smartphone - from explanations of each illusion to tips on how to pose perfectly for your photos!

Willow, our little wonderboy and gnome of the Museum, is also hidden here. Can you find him? (Hint: Willow is small and has a cap on)

A museum for all
For adventurous families, curious pensioners, photo-obsessed teenagers, amazing dates, intrepid tourists, adventurous city explorers or creative team outings: everyone will find their fun and be amazed. The museum also provides the ideal backdrop for sensational pictures for your social media channels - spread the WOW!

Excursions and events
The Wonderlab is very well-suited for team workshops or excursions with school classes. Here you can experiment, experience and philosophize to your heart's content. The best part: also learn something new! Or do you know already how our eyes can deceive our brain?

Rent the entire museum for your event – the WOW effect is guaranteed. Smaller events are also possible. Contact us via: events@wow-museum.ch

Corporate event
For companies we offer team events and guided tours. Elements such as colors and logos can be integrated for corporate events. Whether for Team Building or Training, topics such as agility, tolerance, innovation and change of perspective can be best explained in the WOW Museum.

School trips
We offer exciting tours and workshops for curious school classes. Topics such as optical illusions, color theory, perspective and sensory perception. The focus of our WOW tours is edutainment: Knowledge combined with an approachable and playful journey of discovery through the world of illusions.

wow-museum.ch
#wowmuseumzurich

WOW Museum – Room for Illusions
In the heart of Zurich

At Werdmühleplatz, 50 m from the Bahnhofstrasse and near the Zurich trainstation.

Train Zurich main station: 5 min on foot
Tram Tram stop Bahnhofstrasse:
2 min on foot (tramlines 6, 7, 11, 13, 17)
Car Car park Urania: 2 min on foot

Werdmühlestrasse 10
8001 Zürich
+41 44 597 84 00
wow-museum.ch
#wowmuseumzurich